

# A SIGNIFICANT FACT

**THE NEW YORK HERALD alone of the five standard New York morning newspapers increased in average circulation during the six months ending September 30, 1922, over the preceding six months.**

**The gain was small; but however small it was a gain, and a gain in circulation made solely on the merits of the paper without padding or pushing, and considered in respect of a shading down of all other standard New York morning papers, is a significant fact.**